

## **Organizational History (Operational Support Applicants Only)**

The objective of this portion of the application packet is to provide a basis for review of your organization's operations and structure over the last three years. As this portion is being developed, it is recommended that each applicant keep in mind the review criteria for "Administrative Capacity".

The "Organizational History" is divided into six focus areas that were deliberately left general in scope. Because of the diversity of organizations that are considered for funding, each organization will have the opportunity to highlight those areas that are considered important. For each focus area there needs to be a description of agency operations and accomplishments. Possibly, a highlight, if any, of any significant events or activities that occurred over the last three years. A highlight could be either overcoming a significant obstacle or surpassing a goal.

It is recommended that support materials that emphasize certain focus areas not be submitted with the application. It is recommended they be made available at time of an OCA staff visit, where the opportunity for explaining the support materials is greater.

With a limitation of three pages for each focus area, please address the following. With the exception of "Organization's vision and/or philosophy statement", the subparts noted for each focus area can be substituted or supplemented based on your organizational experience.

### **Organizational Planning**

- Organization's vision and/or philosophy statement (Required)
- Strategic/business plan
- Fundraising strategies to meet goals
- Short range (3-6 month), annual, long range planning process

### **Programs**

- Program planning process
- Program budget development
- Implementation
- Evaluation

### **Marketing**

- Strategies for building audiences
- Publicity plan
- Cultural Tourism strategies

### **Governance/Staff**

- Board structure/development
- Staff structure/development
- Board/staff interaction
- Board planning activities (retreats, etc.)
- Staff planning activities

### **Volunteers**

- Recruitment
- Orientation/planning
- Operations
- Role in organization

### **Financial Management**

- Budget process
- Fiscal monitoring
- Budget balancing process